



## QUARTERLY ISSUES AND PROGRAMS REPORT

STATIONS: KLUC-FM & HD2  
KMxB-FM & HD2  
KXQQ-FM & HD2  
KXTE-FM & HD2  
KXNT-AM  
KXST-AM

1<sup>st</sup> QUARTER, 2016  
(January 1<sup>st</sup> through March 31<sup>st</sup>, 2016)

Prepared by:

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Sandee Bonita Madrid  
CBS Radio Las Vegas  
March 31<sup>st</sup>, 2016



Issues of Concern to Las Vegas, NV  
Addressed in Responsive Programming in the 1<sup>st</sup> Quarter, 2016

	<b><u>Subject:</u></b>	<b><u>Description of Issue of Concern</u></b>
<b>1</b>	<b>Healthy Lifestyle Awareness</b>	Providing free services and programs to encourage family fitness and wellness
<b>2</b>	<b>Children's Tumor Foundation</b>	Support services and programs for children who are diagnosed with a tumor.
<b>3</b>	<b>Be A SHERO</b>	Providing support services for young women overcoming any sort of abuse.
<b>4</b>	<b>Red Cross of Southern Nevada</b>	Bringing awareness how important it is to donate blood and how it is used to save lives.
<b>5</b>	<b>Planned Parenthood</b>	Programs, services, and safe health education.
<b>6</b>	<b>Safe Nest</b>	Program, services, and support to families who have suffered from domestic abuse.
<b>7</b>	<b>Justin's Kidney Foundation</b>	Support and services provided for individuals needing a kidney transplant.
<b>8</b>	<b>Nevada Child Seekers</b>	Programs, services, and education on how to keep safe from bullying.
<b>9</b>	<b>Youth Empowerment</b>	Providing empowerment programs for the young adults and their family.
<b>10</b>	<b>Glaucoma Awareness</b>	Support and services for those individuals suffering and living with Glaucoma.
<b>11</b>	<b>The Shade Tree</b>	Providing shelter for women, children, and pets.
<b>12</b>	<b>Lutheran Services</b>	Providing families with low cost healthy meals and groceries
<b>13</b>	<b>NV Homeless Youth Awareness</b>	Support services for young adults facing homelessness.

**CBS Radio Programs That Address Community Issues  
(Regularly Scheduled Public Affairs Programs)  
1<sup>st</sup> Quarter, 2016**

<b><u>Public Affairs Program</u></b>	<b><u>Schedule and Description</u></b>
1. <b>CBS Radio Public Affairs Program</b>	<b>Sundays 6:00-6:30 a.m. KXNT-AM 6:00-6:30 a.m. KXQQ-FM &amp; HD2 6:00-6:30 a.m. KXTE-FM &amp; HD2 6:30-7:00 a.m. KXMB-FM &amp; HD2 7:00-7:30 a.m. KLUC-FM &amp; HD2, KXST-AM Weekly interview with local non-profit organizations highlighting events and services offered to our community.</b>
2. <b>Local News and Review</b>	<b>Sundays 5:00-5:30 a.m. KXNT-AM 6:00-6:30 a.m. KMXB-FM &amp; HD2 6:30-7:00 a.m. KXQQ-FM &amp; HD2 6:30-7:00 a.m. KXTE-FM &amp; HD2 7:30-8:00 a.m. KLUC-FM &amp; HD2, KXST-AM Weekly local news review produced by Sandee Bonita Madrid and reported by Alan Stock, Heidi Harris, and Fred Halstied- focusing on community events, national news and interviews with newsmakers.</b>
3. <b>Local Traffic Reports</b>	<b>Monday-Friday, twice per hour between 6:00 a.m.-9:00 a.m. and again from 3:00 p.m.-6:00 p.m. One minute reports updating the latest local traffic conditions.</b>

**Most Significant Issue-Responsive Programming  
1<sup>st</sup> Quarter, 2016 (January 1<sup>st</sup> through March 31<sup>st</sup>)**

**Issue: Healthy Lifestyle Awareness**  
**Show: CBS Radio Public Affairs Program**  
**Date: Sunday, January 3<sup>rd</sup>, 2016**  
**Time: 6:00am, 6:30am, 7:00 am**  
**Length: 30 minutes of a 30 minute show**

Cheryl Bella, Director of Marketing and Public Relations for the Las Vegas YMCA joined Sandee Bonita Madrid this week. YMCA is a non-profit facility that encourages family activities at free or low cost memberships. Since January is considered national Family Fit Lifestyle Month, they discussed all the healthy work out classes and seminars available for families. YMCA is able to keep up with the latest fitness trends, trainers, and even special active older citizen's classes to keep our community well rounded and healthy. Because the YMCA is a non-profit organization, residents of Southern Nevada are encouraged to obtain membership to raise funds to pay for the numerous programs offered.

**Issue: Local News**  
**Show: Las Vegas News in Review**  
**Date: Sunday, December January 3<sup>rd</sup>, 2016**  
**Time: 5:00 am, 6:00 am, 6:30 am, 7:30am**  
**Duration: "30 minutes of a 30 minute program"**

This week, correspondent Heidi Harris discussed the pros and cons of the proposed education savings accounts. Also, correspondent Fred Halstied discovers the latest phone scams to look out for and also shared details on what the county is doing to prepare and prevent another tragedy from taking place in the Las Vegas strip.

**Issue: Children's Tumor Foundation**  
**Show: CBS Radio Public Affairs Program**  
**Date: Sunday, January 10<sup>th</sup>, 2016**  
**Time: 6:00am, 6:30am, 7:00 am**  
**Length: 30 minutes of a 30 minute show**

A representative of the Children's Tumor Foundation joined Sandee Bonita Madrid this week. The Children's Tumor Foundation is a non-profit organization raising funds and awareness of all the different cancerous and non-cancerous children and adults suffer from. They discussed the upcoming "Cupid's Undie Run" set to take place in Downtown Las Vegas will all proceeds benefitting this foundation. They encourage everyone to participate and or make a donation for NF research.

**Issue: Local News**  
**Show: Las Vegas News in Review**  
**Date: Sunday, December January 10<sup>th</sup>, 2016**  
**Time: 5:00 am, 6:00 am, 6:30 am, 7:30am**  
**Duration: “30 minutes of a 30 minute program”**

This week, correspondent Fred Halstied discussed the safety meeting hosted by the Las Vegas Metropolitan Police Department and shared the latest on the importance of Hispanic outreach.

**Issue: Be A SHERO**  
**Show: CBS Radio Public Affairs Program**  
**Date: Sunday, January 17<sup>th</sup>, 2016**  
**Time: 6:00am, 6:30am, 7:00 am**  
**Length: 30 minutes of a 30 minute show**

Kimberly Miles, board member of the SHERO Foundation joined Sandee Bonita Madrid this week. The SHERO Foundation is non-profit organization that provide resources needed to support, sustain and empower young girls and women under the age of 25 who have been abused, abandoned, and exploited. They discussed how they intend to accomplish this mission by bringing other agencies with similar missions together and being a resource center for these organizations. Also discussed was the upcoming Be a SHERO Gala with all proceeds going to this amazing organization. The public is encouraged to buy tickets and support the SHERO Foundation.

**Issue: Local News**  
**Show: Las Vegas News in Review**  
**Date: Sunday, January 17<sup>th</sup>, 2016**  
**Time: 5:00 am, 6:00 am, 6:30 am, 7:30am**  
**Duration: “30 minutes of a 30 minute program”**

Correspondent Fred Halstied gets a chance to speak with the Chief of Bureau of Criminal Justice to learn about the upcoming “Human Trafficking Awareness Day.” Also discussed the latest county permits being granted.

**Issue: Red Cross of Southern Nevada**  
**Show: CBS Radio Public Affairs Program**  
**Date: Sunday, January 24<sup>th</sup>, 2016**  
**Time: 6:00am, 6:30am, 7:00 am**  
**Length: 30 minutes of a 30 minute show**

Julie Brehm, representative for the American Red Cross of Southern Nevada joined Sandee Bonita Madrid this week. The American Red Cross is a non-profit that is known nation-wide. During the interview Julie shared key information that helps those living in Las Vegas. They discussed the importance of donating blood, what the process consists of, how one can be eligible, and where the donated blood ends up. Blood donations are

always in needed since and encouraging individuals and business owners to host a blood drive of their own can benefit the local Red Cross tremendously. They also discussed volunteer opportunities

**Issue: Local News**  
**Show: Las Vegas News in Review**  
**Date: Sunday, January 24<sup>th</sup>, 2016**  
**Time: 5:00 am, 6:00 am, 6:30 am, 7:30am**  
**Duration: “30 minutes of a 30 minute program”**

Correspondent Heidi Harris discussed the possible changes to take place on the Las Vegas Strip. Also discussed this week was the latest Veteran career fair and workshop to aid veterans in need of employment.

**Issue: Planned Parenthood**  
**Show: CBS Radio Public Affairs Program**  
**Date: Sunday, January 31<sup>st</sup>, 2016**  
**Time: 6:00am, 6:30am, 7:00 am**  
**Length: 30 minutes of a 30 minute show**

LaTonya Dawson, member of Planned Parenthood joined Sandee Bonita Madrid this week. Planned Parenthood offers free to low-cost services for those seeking health exams. They discussed the free programs and services offered such as safe sex education, cholesterol screening, high blood pressure exams, physicals, help in quitting smoking, Flu shots, and much more. Planned Parenthood welcomes parents with their teens and offers special free classes on how health communication is important. Everyone in the Las Vegas community is encouraged to take advantage of their services and programs.

**Issue: Local News**  
**Show: Las Vegas News in Review**  
**Date: Sunday, January 31<sup>st</sup>, 2016**  
**Time: 5:00 am, 6:00 am, 6:30 am, 7:30am**  
**Duration: “30 minutes of a 30 minute program”**

Correspondent Sandee Bonita Madrid discussed clothing donations and how upcycling them gives hundreds of people employment opportunities. Also discussed this week was how to maintain healthy during Flu season.

**Issue: Safe Nest**  
**Show: CBS Radio Public Affairs Program**  
**Date: Sunday, February 7<sup>th</sup>, 2016**  
**Time: 6:00am, 6:30am, 7:00 am**  
**Length: 30 minutes of a 30 minute show**

Hannah Brook, Director of Community and Donor Relations of Safe Nest joined Sandee

Bonita Madrid this week. Safe Nest is Nevada's largest and most comprehensive charity devoted solely to domestic violence issues. They discussed Safe Nest's programs and the four areas this non-profit concentrates on: advocacy, counseling, prevention and shelter. They also discussed the how the shelter homes are maintained in undisclosed locations for the safety of abuse victims and their children, and all services are provided with confidentiality as a high priority. The goal for Safe Nest is to assist families from crisis to healing, while empowering victims toward self-sufficiency in violence-free lives. Safe Nest provides services for victims, batterers and their children. Prevention programs focus on children, teens, and young adults. Donations are highly encouraged and welcomed.

**Issue: Local News**  
**Show: Las Vegas News in Review**  
**Date: Sunday, February 7<sup>th</sup>, 2016**  
**Time: 5:00 am, 6:00 am, 6:30 am, 7:30am**  
**Duration: "30 minutes of a 30 minute program"**

Correspondent Fred Halstied discusses the latest on the Hall meeting held to discuss street performers on Freemont Street. Also discussed was the latest ongoing details of the education savings account.

**Issue: Justin's Kidney Foundation**  
**Show: CBS Radio Public Affairs Program**  
**Date: Sunday, February 14<sup>th</sup>, 2016**  
**Time: 6:00am, 6:30am, 7:00 am**  
**Length: 30 minutes of a 30 minute show**

Justin Iiore, Executive Director of Justin's Kidney Foundation joined Sandee Bonita Madrid this week. Justin's Kidney Foundation is a non-profit organization dedicated to inspire, support, and help those suffering from kidney failure. They discussed the services and programs that Justin's Kidney Foundation offers to help those going through dialysis, and what fundraisers they host in order to gather funds to help those pay the medical balances Justin's Kidney Foundation relies heavily on volunteers and donations; the public is encouraged to help.

**Issue: Local News**  
**Show: Las Vegas News in Review**  
**Date: Sunday, February 14<sup>th</sup>, 2016**  
**Time: 5:00 am, 6:00 am, 6:30 am, 7:30am**  
**Duration: "30 minutes of a 30 minute program"**

Correspondent Fred Halstied discovers the latest HIV Awareness campaign being put together by the Las Vegas Urban League. Also, since February is considered Heart and Heart Disease Awareness month, our correspondent discussed the latest awareness initiative by the Southern Nevada Health District for Las Vegas Residents.

**Issue: Nevada Child Seekers**  
**Show: CBS Radio Public Affairs Program**  
**Date: Sunday, February 21<sup>st</sup>, 2016**  
**Time: 6:00am, 6:30am, 7:00 am**  
**Length: 30 minutes of a 30 minute show**

Margarita Edwards, Community Outreach Director for Nevada Child Seekers joined Sandee Bonita this week. Nevada Child Seekers is a non-profit organization that has been active in Las Vegas since 1985. They are the only non-profit organization that helps locate missing children in Nevada that does not charge for its services. Their services include free identification cards for kids, as well as DNA kits, Internet Safety programs, and abduction prevention education for both parents and children. All volunteers are trained and police-screened to ensure the safety of all and execute excellent education programs for the organization to be efficient and effective. Also discussed in the interview was their newly launched anti-bullying campaign titled: Be Brave.

**Issue: Local News**  
**Show: Las Vegas News in Review**  
**Date: Sunday, February 21<sup>st</sup>, 2016**  
**Time: 5:00 am, 6:00 am, 6:30 am, 7:30am**  
**Duration: “30 minutes of a 30 minute program”**

Correspondent Fred Halstied speaks with the Insurance Fraud Unit to learn more about the upcoming Insurance Fraud Awareness facts being released. Also discussed was the huge contribution the Freeway Service Patrol provides our community with, and lastly the information on obtaining health insurance.

**Issue: Youth Empowerment**  
**Show: CBS Radio Public Affairs Program**  
**Date: Sunday, February 28<sup>th</sup>, 2016**  
**Time: 6:00am, 6:30am, 7:00 am**  
**Length: 30 minutes of a 30 minute show**

Leticia Apablaza, Co-Founder of Live to Give, joined Sandee Bonita Madrid in studio. Live to Give is a non-profit organization that organizes and prepares events for at-risk youth. They provide awareness and guidance for them and their family and are referred to other local non-profits for shelter and or clothing. They discussed the upcoming event that is encourages school studies and honoring outstanding students in their designated programs.

**Issue: Local News**  
**Show: Las Vegas News in Review**  
**Date: Sunday, February 28<sup>th</sup>, 2016**  
**Time: 5:00 am, 6:00 am, 6:30 am, 7:30am**  
**Duration: “30 minutes of a 30 minute program”**



Correspondents Fred Halstied discussed the consequences and punishments being issued for those who falsify unemployment to obtain benefits. Also discussed were the latest improvements to the new Las Vegas T-Mobile Arena and the employment opportunities available at this venue.

**Issue: Glaucoma Awareness**

**Show: CBS Radio Public Affairs Program**

**Date: Sunday, March 6<sup>th</sup>, 2016**

**Time: 6:00am, 6:30am, 7:00 am**

**Length: 30 minutes of a 30 minute show**

This week, Sandee Bonita was joined by Dr. Raymond Theodosis, Ophthalmologist at the Shepherd Eye Centers of Las Vegas. Dr. Theodosis shared information on how to prevent eye sight failure and provided information on glaucoma, its symptoms, early detection methods, diagnosis, and treatment. To promote glaucoma awareness, they urged residents of Las Vegas to follow up with their eye sight health and schedule a yearly eye exam.

**Issue: Local News**

**Show: Las Vegas News in Review**

**Date: Sunday, March 6<sup>th</sup>, 2016**

**Time: 5:00 am, 6:00 am, 6:30 am, 7:30am**

**Duration: “30 minutes of a 30 minute program”**

Correspondents Fred Halstied discussed the latest community effort to raise funds for the Shannon West Homeless Shelter by Help of Southern Nevada. Also discussed was the upcoming St Baldrick’s fundraising event Las Vegas residents are participating in order to raise funds for children battling cancer.

**Issue: The Shade Tree**

**Show: CBS Radio Public Affairs Program**

**Date: Sunday, March 13<sup>th</sup>, 2016**

**Time: 6:00am, 6:30am, 7:00 am**

**Length: 30 minutes of a 30 minute show**

This week, Sandee Bonita was joined by Kathleen Hovietz, board member of The Shade Tree. The Shade Tree is a non-profit organization that provides safe shelter to homeless and abused women and children in crisis and to offer life-changing services promoting stability, dignity, and self-reliance. They discussed how this is accomplished by mobilizing the power of volunteers and the generosity of community partners and donors. They also discussed the upcoming Hero Walk that will benefit this incredible shelter and all its services and programs.

**Issue: Local News**  
**Show: Las Vegas News in Review**  
**Date: Sunday, March 13<sup>th</sup>, 2016**  
**Time: 5:00 am, 6:00 am, 6:30 am, 7:30am**  
**Duration: “30 minutes of a 30 minute program”**

Correspondent Fred Halstied discussed the latest unemployment statistics that were released for Southern Nevada. Also discussed was the latest news on the new building acquired by the Southern Nevada Health District.

**Issue: Lutheran Social Services**  
**Show: CBS Radio Public Affairs Program**  
**Date: Sunday, March 20<sup>th</sup>, 2016**  
**Time: 6:00am, 6:30am, 7:00 am**  
**Length: 30 minutes of a 30 minute show**

This week, Sandee Bonita was joined by Derek Felder, Marketing and Development Director for Lutheran Social Services of Southern Nevada. Derek shared information on the free services provided by LSSN, and focusing on their latest service called “Heart of the City Senior Meal Program.” The purpose for this program is to provide an outlet for seniors in which they can obtain nutritious meals at reduced cost, and provide a place that many of them can interact with one another. Lutheran Social Services of Southern Nevada is non-profit organization; therefore, donations are always welcomed.

**Issue: Local News**  
**Show: Las Vegas News in Review**  
**Date: Sunday, March 20<sup>th</sup>, 2016**  
**Time: 5:00 am, 6:00 am, 6:30 am, 7:30am**  
**Duration: “30 minutes of a 30 minute program”**

Correspondent Fred Halstied discussed the latest water phone scams that residents have been victims of. Also discussed was the latest program issued by UNLV to raise awareness on Pedestrian Safety and Death Prevention.

**Issue: NV Homeless Youth**  
**Show: CBS Radio Public Affairs Program**  
**Date: Sunday, March 27<sup>th</sup>, 2016**  
**Time: 6:00am, 6:30am, 7:00 am**  
**Length: 30 minutes of a 30 minute show**

A representative from Nevada Homeless Youth joined Sandee Bonita Madrid this week. Nevada Homeless Youth is a non-profit organization that provides shelter to teens and young adults who are currently suffering from homelessness. They discussed the latest homeless youth statistics as well as their numerous support programs. Because they are a

non-profit organization, donations and volunteers are always welcomed.

**Issue: Local News**

**Show: Las Vegas News in Review**

**Date: Sunday, March 27<sup>th</sup>, 2016**

**Time: 5:00 am, 6:00 am, 6:30 am, 7:30am**

**Duration: “30 minutes of a 30 minute program”**

Correspondent Alan Stock and Heidi Harris discuss the tragic attacks in the city of Brussels, Belgium. Also discussed were healthy eating tips as March is considered National Nutrition Month.